

We Claim:

1. An expression cassette containing an adenoviral VA1 promoter and a construct encoding an interfering RNA (RNAi) molecule.
2. The expression cassette of claim 1, wherein the RNAi encoding construct is contained within a non-essential stem region of the promoter.
3. The expression cassette of claim 2, wherein the non-essential stem region contains a BstEII site.
4. The expression cassette of claim 1, wherein the RNAi encoding construct is a construct encoding a hairpin siRNA (shRNA) or a microRNA (miRNA).
5. The expression cassette of claim 1, wherein the RNAi encoding construct comprises a loop containing from about 4 to about 9 bases.
6. The expression cassette of claim 5, wherein the loop contains about 8 bases.
7. A method for expressing an interfering RNA molecule in a mammalian cell, comprising introducing into the mammalian cell a construct encoding an interfering RNA molecule operatively linked to an adenoviral VA1 promoter sequence that directs the expression of said construct in said cells.
8. The method of claim 7, wherein the construct encoding the interfering RNA molecule is a construct encoding a hairpin siRNA (shRNA) or a microRNA (miRNA).
9. The method of claim 7, wherein the RNAi encoding construct comprises a loop containing from about 4 to about 9 bases.
10. The method of claim 9, wherein the loop contains about 8 bases.
11. A mammalian cell into which has been introduced a construct encoding an interfering RNA molecule operatively

linked to an adenoviral VA1 promoter.

12. The mammalian cell of claim 11, wherein the mammalian cell is a primary cell.